CLAIMS

1. A system for adaptively rendering, to users of a network application, a plurality of content pages generated from among a plurality of content objects created by an author of the application, the system comprising:

(a) a database of information relating to the application and its users, and including at least one of the following types of information:

(i) user profile data;

(ii) user platform data;

(iii) observed user behavioral data;

(iv) aggregate or cumulative profile, platform, or behavioral data from multiple users; and

(v) application state data;

(b) one or more application rules for directing the system to select dynamically:

(i) one or more of the plurality of content objects, referenced implicitly in the rules via an expression that relates to one or more goals of the author;

(ii) one or more users of the application that may receive the selected content objects; and

(iii) one or more application state conditions under which the selected content will be delivered to the selected users;

and

(c) an engine for interpreting the application rules dynamically and generating and delivering content pages over the network to users of the application.

2. A system for adaptively rendering, to users of a network application, a plurality of content pages generated from among a plurality of content objects created by an author of the application, the system comprising:

(a) one or more databases for storing information relating to the application and its users, including:

(i) individual (and/or cumulative or aggregate) user profile, platform and/or behavioral data;

(ii) content objects created by the author of the application at a plurality of levels of abstraction, including a plurality of interconnected pages and a plurality of intra-page content objects;

(iii) application state data; and

(iv) application rules directing the system to select one or more of the content objects for delivery to one or more users of the application if one or more conditions relating to the application state data are satisfied;

and

(b) a dynamic content composition engine for interpreting the application rules dynamically and generating and delivering content pages over the network to users of the application, the engine including:

(i) a first manager for interpreting the application rules to select page content objects to be delivered to users of the application; and

(ii) a second manager for interpreting the application rules to select intra-page content objects, wherein the content pages delivered to users are generated in part by including the selected intra-page content objects within the selected page content objects.

3. A method for adaptively rendering, to users of a network application, a plurality of content pages generated from among a plurality of content objects created by an author of the application, the method comprising the following steps:

(a) storing in a database information relating to the application and its users, and including at least one of the following types of information:

(i) user profile data;

(ii) user platform data;

(iii) observed user behavioral data;

(iv) aggregate or cumulative profile, platform or behavioral data from multiple users; and

(v) application state data;

(b) creating one or more application rules for directing the system to select dynamically:

(i) one or more of the plurality of content objects, referenced implicitly in the rules via an expression that relates to one or more goals of the author;

(ii) one or more users of the application that may receive the selected content objects; and

(iii) one or more application state conditions under which the selected content will be delivered to the selected users;

and

(c) interpreting the application rules dynamically and generating and delivering content pages over the network to users of the application.